

**Applicant:** Gerald B. Halt Jr.  
**Application No.:** 09/318,917

### REMARKS

Claims 1-6 are pending in this application. Claim 1 has been rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Pat. No. 5,960,411 to Hartman et al. (hereinafter "Hartman"). Claims 2-6 have been rejected under 35 U.S.C. § 103 as being unpatentable over U.S. Pat. No. 6,269,369 to Robertson (hereinafter "Robertson") and Hartman. The Examiner objected to the specification for lack of a "Brief Description of the Drawings."

With respect to the objection to specification, the Applicant has amended the specification by including a "Brief Description of the Drawings" in the specification. Withdrawal of this objection is respectfully requested.

With respect to claim 1, the Examiner indicated that Hartman discloses a scheme of analyzing a plurality of user-selectable fields of a data file, and a scheme for selecting one of the mutually exclusive subsections for each section in response to the analysis. (See page 9 lines 8-9 of the Office Action). The Applicant respectfully disagrees. Hartman does not analyze user-selectable fields of data, but merely displaces the purchase order information in response to the user's order through the Internet. Hartman discloses a hierarchical data entry mechanism, and a scheme for single action ordering, which reads as follows:

...The sample form contains various sections identified by letters A, B, C, and D. When the user selects the start button, then section A expands to include the data entry fields for the customer name and

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address. ... The user then enters data in the various data entry fields that are displayed.

FIGS. 1A-1C illustrate single action ordering in one embodiment of the present invention. ... Web page was sent from the server system to the client system when the purchaser requested to review detailed information about the item. ... The summary description and the detailed description sections provide information that identifies and describes the item(s) that may be ordered. ... The server system, however, only adds the single-action ordering section when single-action ordering is enabled for that purchaser at that client system.

(See column 9, lines 21-25, and column 4, lines 4-26 of Hartman). Hartman provides a data entry form in Fig. 8 that is organized hierarchically so that the user may enter relevant user information without an error. However, this is not an analysis of user information for the purpose of displaying a subsequent web page that is tailored to the interest of the specific user. The above disclosure is merely for collection of relevant user information for future transaction through the Internet. In Hartman, the system does not select a subsequent web page based on the analysis of user specific information, but merely displays a subsequent web page that is necessary to complete the transaction. This web page is not specifically tailored for a particular user, but is basically the same to all users.

The purpose of claim 1 of the present invention is provision of web pages that are tailored to the user's specific interest. According to claim 1 of the present invention, the Web page would be different from user to user. Claim 1 as presently amended reads as follows:

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1. An Internet interface for tailoring of a web page to an individual user without requiring a user to disclose information that identifies the user, the interface having a user portion and a web page portion; the interface comprising:

said user portion comprising:

a data file having a plurality of user-selectable fields, each field for describing a personal characteristic of said user; and

means for automatically transmitting said data file upon initially accessing said web page; and

said web page portion comprising:

said web page comprising data organized into a plurality of discrete sections, each section having a plurality of mutually exclusive subsections;

means for receiving said data file; and

means for analyzing said plurality of user-selectable fields of said data file with respect to said plurality of discrete sections; and

means for selecting one of said mutually exclusive subsections for each section in response to said analysis; whereby said web page presents a plurality of sections that are specifically tailored for each user, each of which is related to one or more of said personal characteristics. (Emphasis added).

User information is created and analyzed to determine what web pages would be the most interesting and appealing one for the specific user. In order to achieve this purpose, the present invention generates a plurality of discrete sub-sections, analyzes user specific information, and selects one of the plurality of subsections for a particular user based on the user specific information. Therefore, the present invention generates web pages that vary from user to user based on each user's personal characteristics. In contrast, in Hartman, the displayed web pages are merely a sequence of typical web pages that are not different from user to user, and

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basically the same to all users. Therefore claim 1 of the present invention is not anticipated by Hartman.

With respect to claims 2-6, the Examiner indicated that Robertson discloses a scheme of analyzing an information user profile, and a scheme of selecting and outputting data stream in response to an analysis of the received information user profile. (See page 12, line 12 - page 13, line 8 of the Office Action). The Applicant respectfully disagrees. Robertson discloses a network personal contact manager. In Robertson, a set of user information is stored in a database on a network server, and the contact managing system permits each user to specify who may access the personal information. However, the system in Robertson does not analyze user information to determine what web pages would be displayed to a particular user. Robertson discloses the following:

The information in each user's personal address book is customized for that user, ... Each first user's personal address book contains information about each second user who has given the first user permission to view information in the second user's personal data record 636. Which categories of each second user's information are displayed in the first user's personal address book is controlled completely by the second user, ... In addition, each second user's information is entered and maintained completely by the second user... (Emphasis added).

(See column 10, lines 5-15 of Robertson). In Robertson, the system neither analyzes nor determines what should be displayed on the first user's screen. It is completely

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controlled by the second user. In contrast, with respect to claim 2 of the present invention, the system actively controls data streams after analyzing each user's personal information, and selects the most appropriate data stream for each user.

Moreover, in Robertson, a second user's change of personal information automatically updates the first user's contact database, and displays an alert for that on the first user's screen. In this situation, it is also the second user who determines the contents of the update and alert. The system does not analyze or select the content of the display. In contrast, in the present invention, the user's personal information is a controlling factor for the content of the subsequent web page. Each user's personal characteristic determines what would be the contents of the web page. However, in Robertson, it is not the first user's personal information that determines the content of update or alert, but the second user's choice. Robertson does not teach or suggest these elements of the present invention. Therefore, claims 2-6 of the present invention are not obvious over Robertson and Hartman.

As a final note, the Examiner on page 10 of the Office Action states that this application names joint inventors. However, there is only one inventor named in this application and that is Gerald B. Halt, Jr.

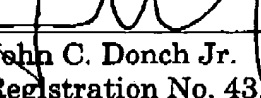
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For the above reasons, Applicant respectfully submits that the presently claimed invention is patentable over the prior art. Reconsideration and allowance of the claims is respectfully requested.

If the Examiner does not believe the claims are in condition for allowance, the Examiner is invited to contact the undersigned at 215-568-6400.

Respectfully submitted,

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